



BBC WORLD SERVICE LEARNING ENGLISH

Doing Business



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International Business 国际商务

China is the biggest market in the world, and many countries such as Germany, the USA, the UK and Russia do a lot of business there. Let's have a look at some important **tips** to help you be successful with these nationalities.

Firstly, you must be **punctual** with Germans. Even 5 minutes late makes a **bad impression**. Being punctual is also very important in the USA. In the UK, it's important to be punctual for business meetings, but nobody expects you to be on time for a social event. Half past seven really means quarter to eight, or even eight o'clock! With Russians, always be on time, but don't be surprised if your Russian contact is very late! It is not unusual for them to be one or even two hours late!

In all four countries, it is best to dress **formally** and use dark colours. In Russia, **designer clothes** are very common. Don't be surprised if you go to an office in the UK on a Friday and find everyone wearing jeans. Many companies have 'dress down Friday', when people wear casual clothes.

In Germany, first names are only used with family members and close friends, so be prepared to use **titles** and last names. In the USA you will usually be invited to use first names almost immediately. The British are quite **informal** and using first names in business is more and more common, especially among younger people. In Russia, however, nobody uses first names, so use titles and last names.

In conversation, the British and the Americans value **humour**, and both like to talk about sport. The weather is also a good topic of conversation with the British, but **avoid** talking about politics. In Russia, say positive things about their country, but avoid making **complaints**. The Germans, however, prefer to get **straight down to business!**

Finally, when doing business in all countries make sure you have a lot of **business cards**. Remember that in Germany, once a deal has been agreed, you can't change it! In the USA, money is more important than relationships, whereas in Russia it's important to get to know your contact well. Finally, don't be surprised if a British meeting seems like **chaos**, with everybody participating and giving opinions!

So, use these tips, and you will be on your way to a successful international business career!



Glossary 词汇表

market 市场	tips 技巧
punctual 准时的	makes a bad impression 留下不佳印象
contact 联系; 联系人	formally 正式的
designer clothes 名牌服装	casual 休闲的
titles 职称; 官衔	informal 随便的; 非正式的
humour 幽默	avoid 回避
complaints 抱怨	get straight down to business 开门见山谈生意
business cards 商(业)务名片	deal 合同
chaos 混乱	career 事业

1. Reading Quiz 阅读测验

Are these sentences true or false? Circle the correct answer.

以下句子哪句是真?哪句是假? 请圈出正确答案。

1. It's OK to be late in the USA, but not in Germany. True / False
2. The Russians wear cheap clothes. True / False
3. In the USA, it is common to use first names. True / False
4. The Germans don't like you to change your mind. True / False
5. British meetings seem to be well-organised. True / False



2. Vocabulary 词汇

Match the verbs in Column A with the words in Column B to make expressions that appeared in the text.

请将A栏中的动词和B栏中的词语搭配,组成本课文中出现过的动词短语.

Column A

1. dress
2. make
3. do
4. make
5. get
6. agree
7. use
8. be
9. wear
10. get

Column B

- a. punctual
- b. on a deal
- c. to know someone
- d. casual clothes
- e. down to business
- f. a bad impression
- g. formally
- h. titles
- i. complaints
- j. business

Now complete the sentences using the expressions above.

现在用上面的短语填空完成下列句子.

1. Being late in Germany will _____.
2. Germany, the USA, the UK and Russia all _____ with China.
3. In all countries, you should _____ for a business meeting.
4. In Russia, don't _____ about their country!
5. Many companies in Britain have 'dress down Friday', when you can _____.
6. Once you _____ in Germany, you can't change your mind.
7. Russians like to _____ well before they do business.
8. The Germans don't like to make conversation and prefer to _____.
9. When you meet someone in Britain, younger people don't usually _____.
10. You must _____ in the USA and Germany. Don't be late!



3. Types of Business 商业类别

Use the words in the box to complete the sentences below.

从下表中选词填入后面的句子空白处.

e-commerce	import	export	agriculture	transport
manufacturing	retail	telecommunications	tourist	advertising

1. He owns a taxi company. He's in the _____ business.
2. I have a shop selling flowers. I'm in the _____ business.
3. My brother sells CDs from his website. He is in the _____ business.
4. My father has a factory that makes shoes. He's in the _____ business.
5. My friend makes TV commercials selling many things. He's in the _____ business.
6. My grandfather has a farm. He's in the _____ business.
7. My mother brings cars from Europe to China and sells them. She's in the _____ business.
8. My sister works for a mobile phone company. She's in the _____ business.
9. My uncle sells Chinese rice to the UK. He's in the _____ business.
10. We own a hotel on the beach. We're in the _____ business.



4. Wordsearch 单词搜索

Try to find the words associated with 商业 in the puzzle below.

There are ten words to find. Words can be written horizontally (g), vertically (i) or diagonally (m)

请在下面的字谜游戏中，找出与商业有关的英语单词来。

共有10个单词，其组成方式可能以水平的 (g) 垂直的 (i) 或对角的 (m) 形式出现。

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d	m	k	l	l	a	a	d	e	o	j	i
d	e	c	o	k	b	s	s	e	i	u	t
e	j	a	p	p	u	n	c	t	u	a	l
x	u	r	l	j	s	d	a	i	u	y	e
p	n	e	i	h	i	f	z	n	y	c	g
o	h	e	u	g	n	e	x	g	t	o	b
r	y	r	y	f	e	r	c	u	r	n	v
t	b	c	t	d	s	u	v	p	e	t	f
c	g	x	r	s	s	i	b	p	w	a	r
r	t	v	e	w	c	o	n	o	h	c	b
m	a	r	k	e	t	g	m	l	g	t	m

BUSINESS PUNCTUAL MEETING TITLE
MARKET DEAL CAREER IMPORT EXPORT
CONTACT



Answers 答案

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False
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- In the USA, it is common to use first names.
True
- The Germans don't like you to change your mind.
True
- British meetings seem to be well-organised.
False

2. Vocabulary

Match the verbs in Column A with the words in Column B to make expressions that appeared in the text.

1. g. 2. f 3. j. 4. i. 5. e. 6. b. 7. h. 8. a. 9. d. 10. c.
Now complete the sentences using the expressions above.

- Being late in Germany will **MAKE A BAD IMPRESSION**.
- Germany, the USA, the UK and Russia all **DO BUSINESS** with China.
- In all countries, you should **DRESS FORMALLY** for a business meeting.
- In Russia, don't **MAKE COMPLAINTS** about their country!
- Many companies in Britain have 'dress down Friday', when you can **WEAR CASUAL CLOTHES**.
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3. Types of Business

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	i	m	p	o	r	t	m		t
d							e		i
	e	c			b		e		t
e		a		p	u	n	c	t	u
x		r	l		s		i		e
p		e			i		n		c
o		e			n		g		o
r		r			e				n
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					s				a
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p	n	e	i	h	i	f	z	n	y	c	g
o	h	e	u	g	n	e	x	g	t	o	b
r	y	r	y	f	e	r	c	u	r	n	v
t	b	c	t	d	s	u	v	p	e	t	f
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p		e			i		n		c
o		e			n		g		o
r		r			e				n
t					s				t
					s				a
									c
m	a	r	k	e	t				t



